



CONTACT 404-331-0121 office@scoreatlanta.org

JANUARY 2004 SMALL BUSINESS SEMINARS

How To Start A Successful New Business Essential Information to Help You Succeed

From first idea to first dollar, business development case studies will outline the right way to launch a business or tune up an existing one.

Learn how to determine how much money is needed to open a business and sustain it over the startup period.

Explore initial marketing concepts to full scale plans, with a focus on how to mount cost-effective promotions that result in profitability.

Study basic business legal issues and government requirements as well as the steps needed to protect your interests.

January 16, 9:30am - 4:00pm

SBA Georgia District Office, Peachtree Center

233 Peachtree St., N.E., Atlanta — Harris Tower, Suite 1900

Fee: \$55 pre-registered / \$65 at the door

Register at www.scoreatlanta.org or 404-331-0121

How To Create A Winning Business Plan

Learn what is at the heart of a winning business plan.

Find out how to focus your thoughts into a convincing business case.

Make your business plan stand out from the crowd.

Understand how to maximize value creation and win against the competition.

Package your thoughts in a cohesive, well-organized document.

January 20, 10:00am - 1:00pm

SBA Georgia District Office, Peachtree Center

233 Peachtree St., N.E., Atlanta — Harris Tower, Suite 1900

Fee: \$40 pre-registered / \$50 at the door

Register at www.scoreatlanta.org or 404-331-0121

How To Get Started in Import/Export

How Your Small Business Can Earn a Share of this Expanding Profit Opportunity

Learn how to generate import/export profits.
Develop new revenues based on global product marketing.
How to find and negotiate with suppliers and buyers an ocean away.
How to protect your bottom line, and how to ensure that you get paid.
Detailed information on the language and protocol of international business.

January 23, 2004 10:00am–1:00pm
SBA Georgia District Office, Peachtree Center
233 Peachtree Street, Harris Tower Suite 1900, Atlanta
Fee: \$40 pre-registered / \$50 at the door
Register at www.scoreatlanta.org or 404-331-0121

Purchasing and Using Computers **in Your Business to Save You Money**

You will learn:

What to look for in computers for your business
How to determine the best use of networks for your business
How to buy computer technology appropriate for your needs at the best price
How to maintain your computer systems without allowing them to dominate your business time
How to make your computers operate at their fastest and most efficient
How to back up your data by the most inexpensive means

January 26, 2004 1:00pm–3:30pm
SBA Georgia District Office, Peachtree Center
233 Peachtree Street, Harris Tower Suite 1900, Atlanta
Fee: \$35 pre-registered / \$45 at the door
Register at www.scoreatlanta.org or 404-331-0121

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For more information on SCORE/Atlanta, contact office@scoreatlanta.org or 404-331-0121.
The SCORE Association was formed in 1964. SCORE is a nonprofit association dedicated to entrepreneur education and the formation, growth and success of small business nationwide. More than 10,500 volunteer members in 400 chapters provide individual counseling and business workshops for aspiring entrepreneurs and small business owners. Visit SCORE on the Web at www.score.org.